



## 2023 Sponsorship Opportunities





# The Place to Connect




**A dramatic transformation is taking place in downtown Seattle** as pieces of Waterfront Park come online, with full completion of the park planned for summer 2025. Extending from Pioneer Square to Belltown, Waterfront Park will provide 20-acres of expansive public space including lush gardens, a promenade and cycle path, flexible event and concert spaces, with seating and stunning views throughout.

Friends of Waterfront Seattle (Friends) is the nonprofit partner to the City of Seattle responsible for helping to fund, steward, and program the park — today and into the future. From art installations to live music, cultural festivals to fitness and movement classes, Friends — in partnership with non-profits across the city — is creating **a welcoming new cultural hub at the waterfront**. Through an expansive line up of free programming on Pier 62, Friends is welcoming thousands of locals, neighbors and visitors to enjoy connecting at Waterfront Park.



**We invite your company's partnership as we roll out  
Seattle's newest hub for arts, culture, and connection in 2023.**



“I’ve known about Juneteenth for a while now, but I’ve never celebrated it. I’m glad we got to do that here.”

— MARIA MARTINEZ, COMMUNITY MEMBER

“I love coming here and I love the view and what you are doing!”

— SURVEY RESPONDENT

“My son and I used to come down right across the street from here... It’s wild how much has changed. I never imagined the pier like this.”

— ANISHA NORIEGA, OWNER OF NIA ONELOVE

“I live in the area and frequently take walks along the waterfront. Spaces like Pier 62 are great. You can tell there was a lot of attention to detail in having well-maintained activities for all ages... Love the soccer field!”

— SURVEY RESPONDENT

“We’re letting people know we’re not just hidden in the city. We’re here and everywhere... Next year, let’s make it bigger.”

— BRANDON SHELL, COMMUNITY PASSAGEWAYS

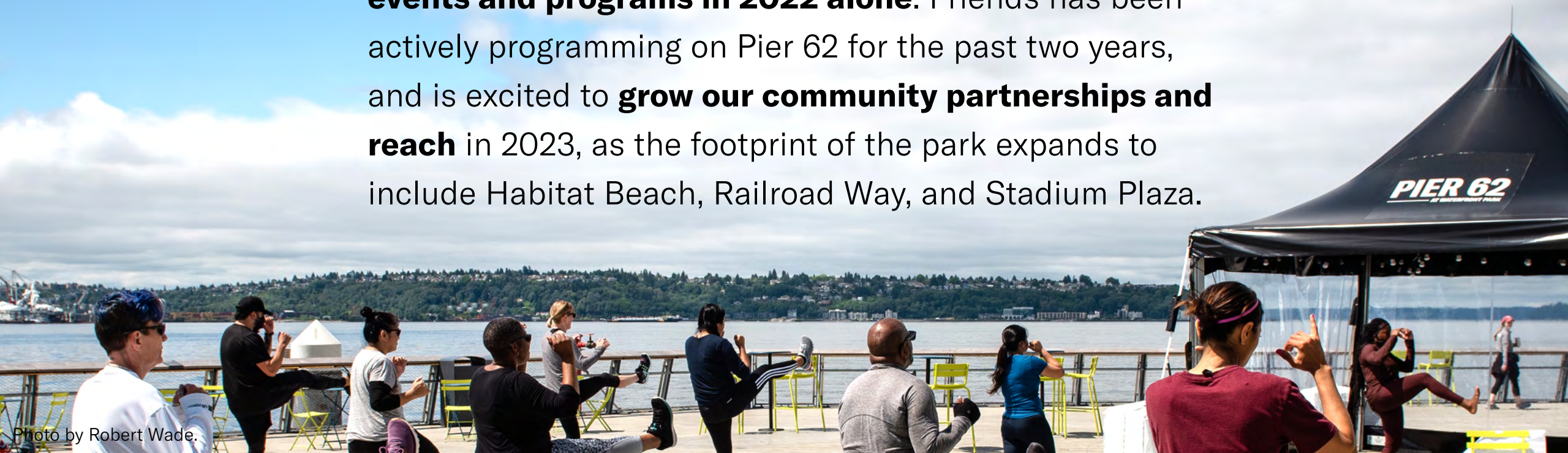
“We really value Pier 62 and the partnership... This is where we want to continue being.”

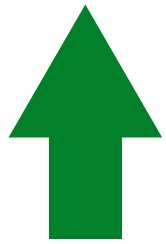
— ONE VIBE AFRICA, EVENT PARTNER



# Impact & Reach

Since Pier 62 opened in September 2020, we have welcomed **632,000 visitors** to this first piece of the new Waterfront Park, with over **80,000 visitors attending events and programs in 2022 alone**. Friends has been actively programming on Pier 62 for the past two years, and is excited to **grow our community partnerships and reach** in 2023, as the footprint of the park expands to include Habitat Beach, Railroad Way, and Stadium Plaza.





**84%**

increase in visitors  
since 2021



**138%**

increase in program  
& event attendees  
since 2021



**30%**

increase in  
partners  
each year

**200** events

**77%** Black, Indigenous,  
People of Color (BIPOC)



**11,275**  
followers



**6,260**  
followers



**1,099**  
followers

=



**21%**  
increase  
in 2022

In 2022:

**7,000**  
email subscribers  
12,000 forecast for 2023

**154,811**  
website traffic  
309,622 forecast for 2023

**340,858**  
page views  
511,287 forecast for 2023



# 2023 Season Sponsorship Package

We are pleased to offer corporate sponsorship opportunities for our 2023 programming season, which includes an estimated over 100 events, 195 community partners and artists, and 120,000 in projected attendance. **The following is a sample of the diverse and dynamic programming schedule. Join Friends and be part of it all!**



# Arts & Culture



## JANUARY

### Lunar New Year

Celebrate the Lunar New Year with a lion dance by the Mak Fai Kung Fu Club and local visual artist, Monyee Chau.

## MAY – JUNE

### Spotlight on the Waterfront

Presented by Friends, this weekly pop-up music series offers an opportunity to discover more of our region's arts and culture. Past partners include Capoeira Angola, Eduardo Mendonça, Sunshine from Polynesia, Lady A and Roz, The Rhapsody Project, and others.

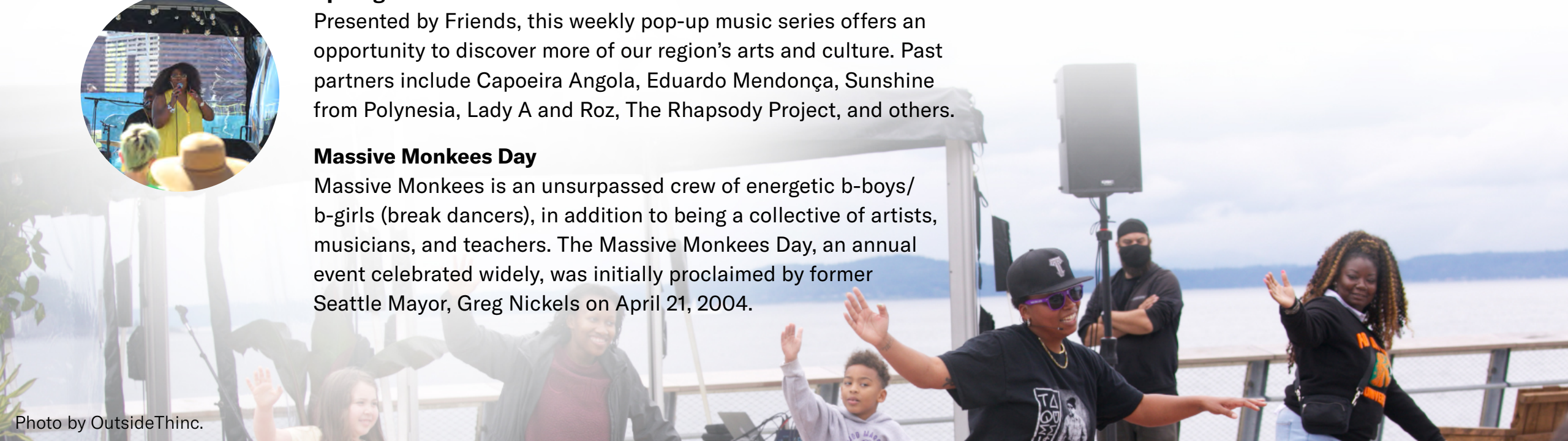
### Massive Monkees Day

Massive Monkees is an unsurpassed crew of energetic b-boys/ b-girls (break dancers), in addition to being a collective of artists, musicians, and teachers. The Massive Monkees Day, an annual event celebrated widely, was initially proclaimed by former Seattle Mayor, Greg Nickels on April 21, 2004.

## JUNE

### Juneteenth

Vivid Matter Collective presents a celebration of Black excellence through visual arts.





# Arts & Culture

## JULY

### Pier Sounds

Presented by Friends, this two-day concert weekend features live music and is open for all ages at Pier 62 with a 21+ beer garden. Past performers include The Black Tones, Shaina Shepherd, Fly Moon Royalty and D'Vonne Lewis.

## AUGUST

### 50th Anniversary of Hip Hop

Presented by Friends, 206 Zulu, Coolout Network, Dope Culture, and KEXP, this celebration will honor 50 years of Hip Hop, shining light on the local and global influences through music, dance, graffiti, beatboxing, and fashion.



## AUGUST

### Beats & Eats with KEXP

Presented by Friends and KEXP, this series hosts three hours of free music by KEXP DJs with roller skating, local food trucks and a 21+ beer garden.



Photo by Sunny Martini.



# Arts & Culture

## AUGUST

### Dancing Til Dusk

Presented by Dance for Joy and Seattle Parks and Recreation, two-and-a-half hour dance class and live music sessions at Pier 62, including the sunset hour.



### Waba Korea Expo and Festival

Presented by Morning Star Korean Cultural Center and the Korean American Chamber of Commerce, a one-day event that invites visitors to a marketplace to experience a taste of Korea. Past events have included K-Pop, beauty products, delicious food, technology, and free samples.



### Caribbean Seafest

Presented by Caribbean Seafest Committee, this festive gathering brings together the diverse members of the Caribbean Community in the Pacific Northwest and invites the general public to come experience, gather, and celebrate the joy of Caribbean culture.

## SEPTEMBER

### Mercado

Presented by Día de Muertos Committee, this event celebrates Mexican culture, tradition, and arts, featuring a range of dance performances and merchant vendors.



### Waterfront Block Party

Presented by Friends of Waterfront. An all ages, one-day event celebrating the waterfront neighborhood at Pier 62. Music, activities, local food trucks, and 21+ beer garden.



# Indigenous



## JUNE

### Indigiqueer Festival

Northwest Portland Area Indian Health Board and yəhaʷ present the Indigiqueer Festival. A chance for the queer Indigenous communities of the Pacific Northwest to gather and celebrate their community with songs, drag performances, and mini art market.

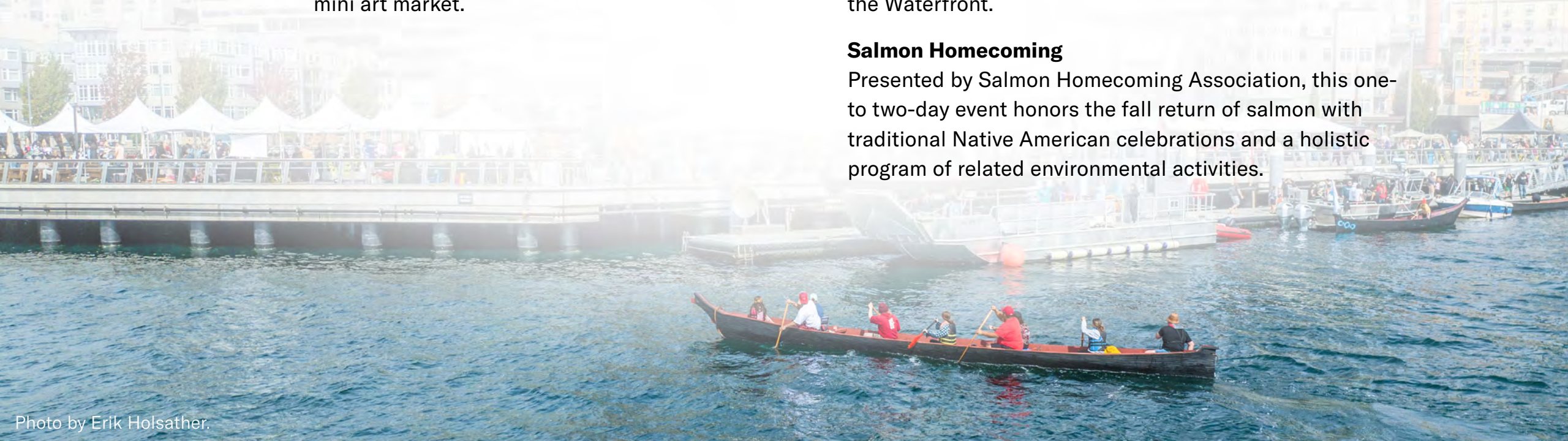
## SEPTEMBER

### We Are Water

In partnership with yəhaʷ, this weeklong art installation will feature art based on canoe culture leading up the Salmon Homecoming. The installations will be accompanied by activations such as performances or workshops inspired by the installation or other Native art pieces commissioned for the Waterfront.

### Salmon Homecoming

Presented by Salmon Homecoming Association, this one-to two-day event honors the fall return of salmon with traditional Native American celebrations and a holistic program of related environmental activities.





# Movement, Play, Wellness

## JUNE

### Parkour at the Waterfront

Have you ever seen parkour, obstacle course racing, or ninja warrior and wanted to give it a try but weren't sure where to start? Come out and learn the basics of parkour — balancing, locomotion, jumping, vaulting, and swinging — under the guidance of experienced parkour teachers.



## JUNE-AUGUST

### Zumba Master Class

Enjoy free Zumba® classes on Pier 62 with We Move To Give. Classes focus on all elements of fitness: cardiovascular, muscular conditioning, flexibility, and balance. Zumba® Master classes are 90 minutes long and provide a mix of flavors from We Move to Give instructors. Jump in any time throughout the class and dance!

### Skateboarding with Skate Like a Girl

We're transforming Pier 62 into a skate park on three dates throughout the summer! Roll over for free skate, or come early for skateboarding clinics, courtesy of Skate Like a Girl.

### Yoga

Enjoy free yoga classes at sunset on the waterfront. Classes are geared toward those who want to explore their yoga practice and build on strength and mobility.





# Civic

**\*TITLE LEVEL SPONSORSHIPS ONLY**

*Note: Event dates are being finalized.*



## **JULY**

### **Railroad Way & Stadium Plaza Opening \***

Railroad Way will provide a new pedestrian connection to Pioneer Square and the Stadiums. This street will become a pedestrian-oriented plaza, providing public space where people can gather around stadium events.



## **AUGUST**

### **Fleet Week**

In celebration of Fleet Week, enjoy live music from the Navy Band and Seattle musicians at Pier 62. Celebrate the Sea Services with the in-person Fleet Week Pier Party, featuring live music from the Navy Band and Seattle musicians at Pier 62.

## **AUGUST**

### **Washington Street Boat Landing Opening \***

This landmark pergola structure has been a piece of Seattle's waterfront since the early 20th century, and with its restoration, once again serves as a symbolic gateway to the city.

## **SEPTEMBER**

### **Habitat Beach Opening \***

Between Colman Dock and Pier 48, Habitat Beach supports the waterfront ecosystem. Plantings on the shoreline will restore the function of a natural shoreline and improve ecosystem activity, and restore Pioneer Square community's access to the waterfront.





# Sponsorship Benefits & Levels

Friends of Waterfront Seattle  
invites your partnership!

We hope these benefits will serve as a launch point for  
collaboration and welcome a conversation about sponsor  
benefits that would be most meaningful to your company.

	TITLE \$100,000 Limit 1				
First right of refusal for 2024 season and 2025 Grand Opening Sponsorship opportunities	★	LEAD \$50,000 Limit 4			
Special recognition at opening celebrations of new park spaces in 2023, including Habitat Beach, Washington Street Boat Landing and Railroad Way	★				
Recognition as title sponsor of 2023 programming on website and in marketing materials	★				
Logo on event stage banners at Block Party, Beats & Eats, Pier Sounds	★	★	CHANGEMAKER \$25,000 Limit 4		
Verbal acknowledgment at Block Party, Beats & Eats, Pier Sounds	★	★			
Tabling opportunities	4	4	2		
Name recognition in event press releases	★	★	★	ADVOCATE \$10,000 Limit 10	
Logo on printed marketing materials (posters, etc)	★	★	★		
Logo on onsite event signage	★	★	★		
Logo recognition with link on event page	★	★	★	★	SUPPORTER \$5,000
Logo recognition in digital marketing materials, including monthly e-newsletter	★	★	★	★	
Sponsorship acknowledgement on social media for larger events	★	★	★	★	
Logo recognition with link on website	★	★	★	★	★
Annual report partner listing	★	★	★	★	★

**Media & In-Kind Sponsorships  
are also available at all levels!** We  
would love to discuss opportunities  
to recognize your company for  
donations of in-kind services and  
goods or PR/marketing support.





**We look forward to discussing 2023  
partnership opportunities with you!**

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